

APPENDIX 4b  
SEF EVALUATION  
21% CIGARETTES

TITLE: Y-79-1 MFW/20.75% RL p# 201 (WHOLE BLEND DENITRATED)  
CODED 2607CLV "C" vs Y-79-1 MFW/20.75% RL p# 201  
(BURLEY ONLY DENITRATED) CODED 2607CLV "E"

SUMMARY: THE CONTROL CIGARETTE CODED 2607CLV WAS FOUND TO HAVE  
A HIGHER MEAN RATING ON THE NINE-POINT ACCEPTABILITY  
SCALE ( $p < .02$ )

REQUESTER: R. G. UHL CHARGE # 1307 N: 46

TEST METHOD: PAIRED COMPARISON

PURPOSE: TO DETERMINE DIFFERENCES IN SMOKE FLAVOR

PREPARATION: CRACKERS AND WATER

PROCEDURE: USING REDUCED LIGHTING AND ABOVE PREPARATION,  
JUDGES WERE GIVEN THE SAMPLES IN A BALANCED  
PRESENTATION. THEN THEY ANSWERED THE QUESTIONS  
ON THE ATTACHED BALLOT.

RESULTS:

	CONTROL 2607CLV	EXPERIMENTAL 2607CLV	No Difference	Probability
1. WHICH IS HARsher (MORE INHALATION IMPACT)?	16	20	10	NS
2. WHICH HAS MORE TOTAL TASTE?	14	16	15	NS
3. WHICH HAS AN OFF-TASTE?	10	15	19	NS
4. WHICH IS MORE SPICY (MORE PEPPERY OR STINGING TO MOUTH AND NASAL AREAS)?	17	19	9	NS
5. WHICH IS SWEETER?	16	10	20	NS
6. WHICH IS MORE BITTER?	14	15	17	NS
7. WHICH IS MORE TOBACCO-LIKE IN FLAVOR?	16	14	15	NS
8. WHICH IS HOTTER?	12	19	15	NS
9. WHICH CIGARETTE DO YOU PREFER?	23	15	8	NS

OVERALL ACCEPTABILITY		
	C	E
M	4.52	3.89
T	2.48	
P	<.02	

SIGNED: Anche Wilke

DATE RUN: 3/17/77  
DATE COMPLETED: MARCH 19, 1977

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